

Chapter 15A-38 - SPORTS AND RECREATION OVERLAY ZONE

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15A-38-01 Purpose

It is the purpose of this Chapter to provide criteria and standards for allowing a freestanding sign on a separate parcel having freeway frontage for a major recreational complex (meaning a commercially-operated facility that generates regional attendance and is predominately used for outdoor recreational purposes, including but not limited to, amusement parks, stadiums, arenas, major sports venues), which is remote from the freeway to provide identification for the complex, its activities or events and efficient means of access to the complex.

15A-38-02 Boundaries

The Sports and Recreational Overlay Zone shall be confined to the boundaries between 9000 South and 9400 South and between Interstate 15 (I-15) to State Street.

15A-38-03 Uses Allowed

A major recreational complex, which is remote from the freeway and has a minimum of 20 acres, may be allowed by the Planning Commission as part of a sign package to have one freestanding sign on a parcel with freeway frontage, where such signage is needed primarily to help freeway travelers identify such complex and efficient means of access to it where such message cannot be communicated effectively on-site. A sign allowed along the freeway under the provisions of this zone are to be in lieu of a freestanding sign that would otherwise be allowed on one of the major recreational complex existing frontages.

15A-38-04 Criteria

In order to be allowed a freestanding sign by the Planning Commission, the site must comply with the following criteria:

- A. **Acreage.** The major recreational complex development site must be at least 20 acres in size.
- B. **Land Use.** The land use on the site must be a major recreational complex.
- C. **Remote Location.** The major recreational complex must be remote from the freeway, i.e., be at least 1000 feet from the property line closest to the right-of-way of I-15 to the nearest property line of the parcel upon which the complex is located.
- D. **Signage Parcel.** The signage parcel on which a freestanding sign may be located must be a minimum of 14,500 square feet in size and have a minimum of 20 feet of freeway frontage along a publicly dedicated street. Use of the signage parcel may be combined with another use overlapping from an adjoining parcel, provided at least one such use occupies a minimum of 100 feet of frontage and the overlapping use provides parking or other service complimentary to the recreational use. This signage parcel must be owned by the owner of the major recreational complex, or the owner of the parcel upon which the complex is located. If the ownership of the sign or the signage parcel on which it sits

changes from being in the same ownership as the major recreational complex, the sign permit is voided and the sign shall be removed from the property.

- E. **Sign Package.** The proposed freestanding sign shall be included as part of the overall sign package that is reviewed by the Planning Commission to be evaluated for compliance with the Signage and Outdoor Advertising Chapter of the Land Development Code.
- F. **Traffic.** In order to qualify for the freestanding sign, 55% of the average attendance for the majority of events at the complex shall come from I-15.

15A-38-05 Standards for Freestanding Sign

- A. **Height Standards.** A maximum of 75 feet for a freestanding sign may be approved by the Planning Commission. If the signage parcel is in proximity to a freeway overpass or similar view obscuring structure which interferes with the purposes for which the use was approved (excluding vegetation) the height may be increased based on the following criteria and submittals:
 - 1. A topographic map with 1 foot interval contours is provided to illustrate existing conditions at the site.
 - 2. Visual simulations or scaled profile drawings are provided which illustrate the required and requested sign heights in relation to the view obscuring structure.
 - 3. The height is the minimum necessary to provide reasonable visibility above the view obscuring structure.
- B. **Area Standards.** The sign area shall not exceed 1,000 square feet in area. Identification of the major recreational complex (including Naming Rights), complex activities and means of access to the complex may occupy up to 100 percent of the total area of the sign face. Changeable copy areas, such as reader boards and electronic message centers, in combination with the naming rights signs may occupy up to 75 percent of the total area of the sign face. Messages, other than identification of the complex, complex activities or events, or means of accessing the complex, may occupy up to 25 percent of the total area of the sign face. The total square footage of all non-changeable copy areas shall not be larger than the electronic message center or the area of the sign face containing the identification of the major recreational complex, complex activities and means of access.
- C. **Location Standards.** The support structure of the sign must be located at least 15 feet from the property line. No portion of the sign may extend beyond the property line. Sign structures within the sight visibility triangle may be allowed with the permission of the City Transportation Engineer if alternate equivalent traffic safety measures are imposed, if necessary.
- D. **Design Standards.** All such signs must have the structural supports covered or concealed with pole covers (pylon covers). The covers must utilize design and materials which are architecturally compatible to the major recreational complex to which it is associated.
- E. **Landscape Standards.** All such signs must be incorporated into a landscape design or planter box. The landscaped area in which any sign is placed shall be kept free from weeds, garbage, and debris. Removal of required landscaping to facilitate sign placement must be in compliance with the

commercial standards in the code.

- F. **Separation Standards.** Signs over 50 feet in height shall be separated by a minimum of 500 feet from every other sign over 50 feet in height which is within this overlay zone.
- G. **Message Standards.** The primary use of the sign shall be to help freeway travelers identify the major recreational complex, complex activities and efficient means of access to it.